

HPNS Draft 2/8/17 Key Messages

General Principles for Open House Communication with the Public

1. Stay calm; be respectful; don't argue.
 2. Show empathy. People need to know that you care before they care that you know.
 3. Keep your messages as concise and as non-technical as possible; avoid acronyms; offer to elaborate. 6th – 8th grade level
 4. Stay in lane; focus on what is on your poster. Study everyone else's posters
 5. Be proactive with your key messages. "elevator speech" - 27 words
- Greeters (Derek, Lily, John, Asha, Tamsen)
 - Welcome. Thank you for taking the time to be here tonight.
 - This is a **complex** project.
 - The format allows people to pursue knowledge at their **own pace**.
 - This is an opportunity for community members to **share and exchange information** with the Navy, with regulators, and with other community members.
 - CONTENT messages elevator pitch
 - The Navy is committed to getting this right
 - Regulators – We are here to oversee, we are here to make sure they protect public health and the environment –
 - The Navy's contractor misrepresented data. We take that seriously. The Navy and ~~overight~~oversight agencies are making sure that information is accurate, we are committed to cleaning up.
 - People are safe. Last thing that people hear that will stick in their minds
 - The current workers ~~residents and residents-workers~~ are safe
 - City will not accept the land for future ~~dev't~~ development until everyone is satisfied the property is safe.
 - The regulatory agencies are committed to make sure we are getting this right.
 - ? How do you know that this won't happen again? Navy has put in a robust system of checks and balances
 - Public safety is a primary goal
 - This evaluation process will ensure this is accurate
 - The existing quality control process caught this
 - People are safe now.
 - Our approved cleanup procedures were not followed. We identified in quality control process. We are reviewing to make sure
 - Acknowledge that they falsified, cheated, misrepresented
 - It's unacceptable what this contractor did and we need to make it right.
 - Handouts and Media Sign-In (Bill and David)
 - Same messages as Greeters
 - Introduce the media to Derek and other media POCs.
 - Also use Poster 3 messages for media:

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- The Navy discovered one of its cleanup contractors had misrepresented soil sample results.
 - In response to the misrepresentation of sample results by a contractor, the Navy is taking extensive action, including a comprehensive investigation and the review of over 70,000 soil sample results.
 - The Navy is working with multiple federal, state, and city agencies and organizations to evaluate radiological data and ensure its accuracy.
- Poster 1 “Understanding Radiation” (Matt and Reggie)
 - Radiation is particles of energy that can take different forms.
 - Radiation is present in natural and man-made sources such as food, soil, and building materials.
 - Regulatory standards for exposure to radiation are designed to be protective of the public’s health.

Dr. Higley – we live in area with background radiation, all living things & our bodies have adapted to it, We see problems only when levels are significantly above background, large portion of earth is generated bc of decay of radium & thorium
Our natural environment varies tremendously. Operating under similar regulatory levels from 1958-59

- Poster 2 “Radiation Sources and Location” (Zach and Amy B)
 - Man-made radiological sources at HPNS are generally low level wastes from aircraft/ships dials and glow-in-the-dark deck markers. *[Note: important to draw out the distinction that most if not all radiation sources are from low level rad objects]*
 - From 1948 to 1969 acceptable disposal practices of low level radioactive objects.
 - *A 2004 document called the Historical Radiological Assessment provides a thorough evaluation of past radiological operations at HPNS.*
 - *The Historical Radiological Assessment document is central to the Navy’s investigation at HPNS for the presence of radiological objects.*
- PPT Presentation (Pat and Jamie)
 - Assist stakeholders with audio
 - If stakeholder interrupts PPT (pauses PPT and asks questions), answer using Greeter messages, write their questions on a comment card, and help them to the appropriate poster.
- Poster 3 “Radiological Data Review” (Scott and Nina)
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- Poster 4 Protecting the Public (Navy poster) and Radiation Effects on Living Systems (Dr. Kathryn Higley)
 - *Note: Dr. Higley will develop her key messages.*
- Poster 5 “Living and working at HPNS” (Danielle, Liz, Karen and Jackie)
 - Former Navy property, now occupied by residents; tenants and visitors has been confirmed safe by a very thorough regulatory review process.
 - The Navy continues its commitment to clean all remaining property at HPNS before it is approved as suitable for transfer to the City of San Francisco.
 - The Navy’s priority is to ensure public safety and environmental protection at HPNS.
- Comment Cards, Mailing List, Bus Tour (Vincent and Yolanda)
 - Get involved!